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HOMEMAKERS' CHAT

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U. S. DEPARTMENT
OF AGRICULTURE
OFFICE OF INFORMATION

(Release on receipt)

SUBJECT: "Beyond the Grocery Bin" - information from economists of the U. S.
Department of Agriculture

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For the average town homemaker... the "makings" of a salad begin with the firm...fresh fruit in the grocery bin...(distribution point nearest to them.)

But homemakers in San Francisco have an interest beyond the grocery bin to another important point in the distribution of fresh fruits and vegetables...the wholesale market.

These San Francisco women (members of organizations such as the Housewives League...the Women's Chamber of Commerce...Victory Garden Advisory Club...the C.I.O. and the Central Council of Civic Clubs)...are working in support of the city's plan for a new wholesale fruit and vegetable market.

Studies made by economists of the U. S. Department of Agriculture...the University of California...and civic groups...show that San Francisco has outgrown the present market.

What do homemakers know about a wholesale market?

It's true...few women are up...in the early morning hours...when the farmers bring their fruit and vegetables...crisp and fresh...to the market. Nor are the housewives around...when the grocers and buyers for hotels and restaurants...hospitals and schools...come to the market to make their selections for the day's supplies.

But the smart homemaker can see that the wholesale market is a keypoint in the distribution of perishable foods. She knows that the speed and care with which fresh fruits and vegetables are handled at the market...and the cleanliness of the place...count high in the quality of the fruits and vegetables she buys to feed her family.

So...since they have a direct interest in a clean...spacious...and efficient distribution point....San Francisco homemakers have joined other civic groups in backing the plan for a new wholesale fruit and vegetable market...to be built as soon as conditions will permit.

